

NATIONAL CANNERS ASSOCIATION INFORMATION LETTER

PUBLICATION OR REPRODUCTION NOT PERMITTED

No. 429

Washington, D. C.

November 7, 1931

REPRINTS OF SECOND ADVERTISEMENT AVAILABLE

Reprints of the second advertisement in the national canned foods campaign, which will appear in the *Saturday Evening Post* for November 21, will be mailed to all canners and also to distributors through their respective trade associations.

The committee in charge of the advertising has arranged to supply additional copies of these reprints to canners, distributors, and others who wish to use them in their merchandising work.

Requests for supplies of the reprints, which will be ready for distribution during the week of November 9th, should be addressed to the National Canners Association.

GOVERNMENT AUTHORITIES WRITE ARTICLES ON CANNING

An interesting and informative series of articles on canning and preserving is now appearing in the *United States Daily* in its department devoted to topical surveys of the federal government. All of the articles are written by government officials and experts working on food problems.

This series of articles, along with the Read the Label series, which is being prepared and released to newspapers by the Food and Drug Administration, provides timely publicity in connection with the national advertising campaign.

BEET STATISTICS WILL BE COLLECTED

At the request of the National Canners Association, the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce will collect statistics on the pack of beets in 1931. To facilitate this survey, beet canners are requested to be prepared to return promptly the schedules which they will receive from the Foodstuffs Division.

ROOM RESERVATIONS FOR ANNUAL CONVENTION

Last June a circular letter was sent to all Association members relative to room reservations at the Stevens Hotel for the annual convention to be held the week of January 25th.

Applications to date have practically exhausted the number of parlor suites available, but there is still a sufficient number of bedrooms to meet the needs of members who have not yet arranged for hotel accommodations.

Members who expect to attend the convention and who have not yet asked for room reservations should send in their applications to the Association, so that their requirements can be taken care of in a satisfactory manner.

ITALIAN TOMATO PACK SHORT

A radiogram from the American commercial attache at Rome states:

"Tomato pack completed at about 40 per cent of last year, but believed sufficient although American purchases are increasing."

DR. SHERMAN DISCUSSES VITAMINS

Dr. H. C. Sherman, of Columbia University, who addressed the recent meeting of the Association of Official Agricultural Chemists on the subject of vitamins from the standpoint of the regulatory officials, is of the opinion that popular interest in vitamins is destined to bring about statements regarding the vitamin content on labels of food products. Because several vitamins may be present in a single product, the label on such a product is likely to deceive the consumer, unless it is specific as to the relative amount of each vitamin present.

In speaking of the enrichment of any food product with a given vitamin, Dr. Sherman stated that if the food product is already supplied with the other vitamins, there is no likelihood of the consumer being deceived. Thus, the enrichment of milk with vitamin D by feeding irradiated yeast is not likely to deceive the public because milk is already endowed with most of the other vitamins.

On the subject of optimum nutrition, Dr. Sherman mentioned that it had been shown, in the case of vitamins A, C, and G, that several times the amount necessary for apparent normal growth and reasonable good health are necessary for optimum health. As optimum health is a goal to be sought, the necessity of a more complete survey of the various vitamins in available food products is apparent.

TRUCK SHIPMENTS DECLINE

Carlot movement of fruits and vegetables has passed its annual peak, according to the U. S. Market News Service, and forwardings will now be mostly from storage. Combined movement of 32 products during the week ended October 31 dropped to about 22,040 cars, or 7,000 less than last season. Apples required 6,665 cars, potatoes 4,275 and grapes 3,650 cars. Orange movement increased to 1,200, while cabbage decreased to 1,000 cars.

CARLOT SHIPMENTS

Commodity	Oct. 25-31, 1931	Oct. 18-24, 1931	Oct 26- Nov. 1, 1930	Total this sea- son thru Oct. 31	Total last sea- son thru Nov. 1	Total last season
Apples, total.....	6,000	7,090	7,078	48,012	58,056	109,793
Eastern states.....	4,456	4,980	2,944	27,351	25,019	43,256
Western states.....	2,210	2,710	4,734	20,661	33,037	66,537
Asparagus.....	19	21	3	3,835	2,784	2,780
Beans, snap and lima:						
1932 season.....	204	98	155	328	246	9,236
1931 season.....	118	99	62	9,236	9,490	9,550
Beets.....	3	3		1,593		
Cabbage.....	908	1,340	1,885	20,440	20,322	33,193
Carrots:						
1932 season.....	71	86	134	329	481	9,781
1931 season.....	88	105	97	9,781	10,492	12,428
Cauliflower.....	224	201	232	2,198	2,000	9,615
Cucumbers.....	33	50	60	6,358	7,422	7,063
Mixed deciduous fruit...	30	32	52	3,536	5,790	5,921
Mixed vegetables.....	252	280	443	24,859	27,076	31,180
Pears.....	210	370	402	17,705	26,325	28,835
Peas (green):						
1932 season.....	13	0	31	13	31	7,067
1931 season.....	45	76	29	7,067	6,766	6,800
Peppers:						
1932 season.....	3	3	13	6	19	2,777
1931 season.....	28	27	70	2,777	2,688	2,786
Plums and prunes.....	5	8	0	6,117	8,716	8,716
Spinach.....	11	22	33	9,519	9,577	9,636
Tomatoes.....	458	431	719	26,901	32,534	34,050

BUSINESS INDICATORS

(Weeks ended Saturday; weekly average 1923-1925=100)

	1931			1930		
Composite Index:*	Oct. 31	Oct. 24	Oct. 17	Nov. 1	Oct. 25	Oct. 18
New York Times.....		66.2	↑66.4	80.8	81.5	81.5
Business Week.....		67.9	↑70.5	81.9	83.8	84.8
Freight car loadings.....		80.3	79.4	97.5	100.1	97.1
Wholesale prices (Fisher's):						
All commodities.....	68.5	68.5	68.2	82.4	82.7	82.7
Agricultural products...	53.9	54.3	53.9	83.4	83.9	83.7
Non-agricultural prod- ucts.....	70.6	70.6	70.7	81.1	81.0	81.0
Bank debits outside New York City.....	75.7	91.5	79.6	108.8	121.7	110.7
Bond prices.....	94.1	94.8	95.4	107.2	107.2	107.7
Stock prices.....	95.4	99.7	94.3	171.2	171.1	173.5
Interest rates:						
Call money.....	60.6	60.6	58.2	48.5	48.5	48.5
Time money.....	90.5	78.1	68.6	68.6	68.6	68.6
Business failures.....	130.2	135.4	130.7	123.3	120.6	113.0

*Relative to a computed normal taken as 100.

†Revised.

CAR LOADINGS

	Total	Miscellaneous	Merchandise L. C. L.	Other
Week ended October 24.....	769,673	284,566	214,715	270,392
Previous week.....	761,719	276,503	215,116	270,100
Corresponding week, 1930.....	959,492	366,079	240,055	959,492
Corresponding week, 1929.....	1,134,360	452,827	270,414	411,119

WARNS HOUSEWIVES AGAINST "FOOD INSPECTOR" FRAUD

Commenting upon newspaper reports to the effect that certain "swindlers" were taking advantage of the large quantities of fruit being canned in the home this year and were posing as Federal "food inspectors" and visiting the homes and carrying away "all but a limited quantity of the fruit," W. G. Campbell, Chief of the Federal Food and Drug Administration, states:

"This is a fraud which should be thoroughly investigated and the offenders should be punished. It should be public knowledge that there is a heavy penalty attached to the offense of posing as a Federal agent. Bona fide Federal food and drug inspectors not only wear a badge, but they carry an identification card signed by the Secretary of Agriculture, as well as a photograph of themselves upon which is stamped the seal of the United States Department of Agriculture.

"Furthermore, inspectors are required to pay the current market price for any samples they collect. In addition to these facts, it would be well for the public to know that it is rare, indeed, for a Federal food and drug official to collect samples of home-canned foods. Foods put up in the home are rarely shipped interstate and the Federal food and drugs act has jurisdiction over only those goods which are shipped across State borders."

EUROPEAN CORN BORER IN 1931

The Federal Bureau of Entomology has prepared in mimeographed form a "Preliminary report upon the status of the European corn borer as determined by the Fall survey of infestation." The report summarizes the corn borer situation in the Middle West area at the close of the 1931 growing season. This area includes the infested parts of Michigan, Indiana, Ohio, Pennsylvania and New York. Tabular statements compare the conditions in infested counties in 1931 with the two preceding years. A map is included showing areas in which the borer population increased, decreased or remained stationary during the current year.

While not for general publication, the Association is informed that a limited number of these reports are available for interested parties. They may be obtained from the Association's Raw Products Research Bureau or from the Bureau of Entomology, U. S. Department of Agriculture, Washington.

GERMAN PRODUCTION OF CANNED FRUIT AND VEGETABLES

An official census of the German vegetable and fruit canning industry showed 208 plants in operation in the current year

that were canning asparagus, early spinach, strawberries, and gooseberries, according to information furnished by the office of the American commercial attache at Berlin. The following table shows the production in 1931 and stocks on May 1, 1931, in cases of 24 2-pound cans:

	Production, 1931	Stocks, May 1, 1931
Asparagus:		
Whole	85,235	18,008
Broken	89,897	75,000
Heads	7,798	6,380
Total.....	182,730	99,538
Early spinach.....	13,970
Strawberries	132,481	7,840
Gooseberries	13,970	6,172

Canned asparagus was produced in 129 plants and amounted to 4,400,000 cans. Private estimates figure the present production as far below that of pre-war times. It is believed that the better supply of fresh vegetables and fruit has led to a reduction in the consumption of canned vegetables.

The average imports of fresh vegetables and fruit in the years 1909-1913 and 1926-1930 have been as follows:

	1909-1913 Short tons	1926-1930 Short tons
Fresh vegetables.....	319,000	525,000
Fresh fruits.....	505,000	438,000
Sub-tropical fruits	290,000	589,000

Compared with the stocks on hand the production of canned asparagus was very small this year. Evidently the asparagus canning industry curtailed production very strongly in view of the large stocks on hand, the pressure of the general economic crisis, and credit difficulties.

Canned spinach was produced in 27 plants, mostly in the provinces of Hanover and Brunswick. The production of canned strawberries was carried on in 184 plants.

EMPLOYMENT PLANS AND SUGGESTIONS

The President's Organization on Unemployment Relief has issued the report received from its Committee on Employment Plans and Suggestions, and has requested that the recommendations in this report receive immediate and thoughtful consideration by all individuals and organizations to the end that so far as possible and practicable they may be promptly translated into action. The recommendations, covering ten phases of the problem, are as follows:

1. **RESUMPTION OF WORK.**—United national action to encourage every American citizen now employed to resume normal buying—to use available income to purchase goods normally needed and in the replacement of which labor is employed—is a condition precedent to any hopeful program to con-

structively increase employment; continued and further restriction of consumption of goods and of expenditures for improvements and replacements inevitably will offset any and every effort for emergency relief.

2. **FURTHER CREDIT RELIEF NEEDED.**—Public confidence in our financial and credit structures must be reestablished. Withdrawals of money from circulation for hoarding seriously restrict credit and operate to delay business recovery. The creation of the National Credit Corporation and such further agencies, either public or private, heretofore suggested by the President to insure further and more certain fluidity of banking resources, will bring ready response in increased activity in productive and distributive forces of the country.

3. **BANKERS MUST BROADEN VIEW.**—In addition to expansion of basic credit facilities including those already instituted by the President, bankers of the United States may make their effective contributions to the national program for resumed normal activities, through assuming as liberal and encouraging an attitude as possible toward the credit requirements of their average customer. In considering extension of credit lines, bankers now might give due weight to intangibles, to broad conditions influencing credit reports, and to the related interests of the country and the general public.

4. **SPREAD WORK.**—The spreading of available work in industrial, commercial, and professional enterprises still is the most fruitful field for immediate unemployment relief. Workers have generously shared hours of labor and a substantial proportion of employers have given earnest and sincere cooperation, but abundant evidence is at hand that a large number of employers have not responded. Therefore, the Committee renews its recommendations of September 28 with an earnest appeal that an immediate survey be made by each employer and that application be made of the detailed and specific suggestions set up in another part of this report.

5. **CIVIL SERVICE.**—As distinguished from private employment, there is a vast group in federal, state and local public service under civil service appointment which in general has not felt the pinch of unemployment, nor been called upon to share their hours of work. If a truly concerted national effort is to be attained, this group, representing one of the largest single blocks of labor, must be called upon for their fair contribution. This committee urges upon the elected and appointed officers of the federal, state, and municipal governments and the heads of all departments to at once enter into an appraisal of the facts and to make a definite effort to contribute to the general objective.

6. **PUBLIC WORKS.**—The committee urges that nothing be omitted to make immediately available new additional employment represented by public work already authorized and appropriated for but delayed or blocked by removable legal obstacles and supervisory red tape.

7. **WHITE-COLLAR RELIEF.**—Special consideration in the effort to spread employment should be given to provision of part-time employment, at least, for the white-collar class, male and female, which heretofore has received less than reasonable notice and which represents a need and a distress often more acute than that of the industrial worker.

8. **NEW CONCEPT OF WORK.**—In making effective the spread of employment, consideration should be given by every unit of industry to the capacity of each individual employee for self help and to his personal and community responsibilities. The committee views this recommendation as of major importance.

9. **COMMUNITY SURVEYS.**—Community and district surveys to determine the extent of made work available, whether of industrial, civic or private origin, and to allocate such work to best advantage in conjunction with other local relief efforts, already are accomplishing material results. These should be fostered and the endeavor made to extend them to every section of the country, not only for the sustaining employment thereby developed but also for their influence in bringing home to the average citizen his part in the emergency.

10. **FARM LABOR PLAN.**—As a special emergency measure for this winter, a survey should be made of the possibility for transfer of surplus labor from cities to farms, on a work-for-keep and/or other basis, with a view to supplying help needed in agrarian sections but unavailable because of lack of financial strength, and to relieve pressure upon urban relief agencies.

IMPLIED WARRANTY DECISION IN NEW JERSEY

A recent decision of the New Jersey Court of Appeals and Errors in the case of *Griffin v. Butler Grocery Co.* is of interest to canners. The plaintiff had purchased a can of peaches from the defendant retailer. Evidence on behalf of the plaintiff indicated that the contents of the can were emptied into a glass dish before supper, and that the purchaser and three other members of her family who ate the peaches became violently ill within a few hours after the meal, while a fifth member of the family who ate supper with the other four but did not taste the peaches did not become ill. This was held by the trial court to raise a question of fact for the jury as to whether the illness was caused by eating the peaches.

The jury were further instructed that under the New Jersey statute there was an implied warranty from the retailer to the purchaser that the peaches were fit for consumption. The higher court affirmed a judgment for the plaintiff and upheld the instructions of the trial court, saying that the fact that the peaches were contained in a sealed container so that the retailer had no opportunity to inspect them did not relieve the retailer from the warranty imposed by the statute.

GERMAN PLAN TO PROMOTE CANNED FOOD SALES

To interest the German public more strongly in the purchase of domestic canned foods an advertising campaign has been suggested on the following lines: Housewives are to open savings accounts with their grocers and are to pay in small amounts from time to time to enable them to make large purchases during the winter months. Special stress is laid on the possibility of making extra purchases of foodstuffs for Christmas. According to the American commercial attache at Berlin, it has been suggested that all branches of the canning industry should combine and put out advertising posters in foodstuff stores. It is believed

that the campaign will be particularly successful, as large parts of the population are not in a position to preserve fruits and vegetables to the same extent as in former years.

MANUFACTURE OF TURTLE SOUP PLANNED IN MANILA

A new industry is expected to be established in Manila shortly utilizing turtles for the manufacture of turtle soup extract, according to the American trade commissioner at Manila. The turtles are reported to exist in abundance in the islands of Mindanao, Samar, Leyte and Palawan. The new plant, which will be located near Manila, is expected to commence operation sometime during the next six months.

SALMON AS A SOURCE OF VITAMIN D

Statistics show that there are approximately 300,000,000 pounds of canned salmon produced annually in this country. This fish contains from 6 to 15 per cent of oil. From the data obtained on vitamin D content of the oil in canned salmon, it is quite apparent that there is more vitamin D in the canned salmon sold in this country than in the cod liver oil used for both human and animal feeding, according to a paper presented at the 81st meeting of the American Chemical Society by C. D. Tolle and E. M. Nelson.

The salmon oil now produced is used largely for technical purposes, and the annual production is around 300,000 gallons. This quantity can be increased threefold by using products which are now discarded.

INVESTIGATION OF RASPBERRY PRUNING

The results of an investigation of the fruiting habit and the fruiting response to different degrees and kinds of pruning of the Cuthbert red raspberry are reported in Bulletin No. 367 of the Colorado Experiment Station at Fort Collins.

C O N T E N T S

	Page		Page
Reprints of second advertisement available	2721	European corn borer in 1931	2724
Government authorities write articles on canning	2721	German production of canned fruit and vegetables	2724
Beet statistics will be collected	2721	Employment plans and suggestions	2725
Room reservations for annual convention	2721	Implied warranty decision in New Jersey	2727
Italian tomato pack short	2722	German plan to promote canned food sales	2727
Dr. Sherman discusses vitamins	2722	Manufacture of turtle soup planned in Manila	2728
Truck shipments decline	2722	Salmon as a source of vitamin D	2728
Business indicators	2723	Investigation of raspberry pruning	2728
Warns housewives against "Food Inspector" fraud	2724		